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**TITLE:** LABEL  
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**INVENTOR-INFORMATION:**

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**ABSTRACT:**

PURPOSE: To provide a label which is easily peelable from a bottle, etc., by alkaline washing and is peelable without allowing adhesives to remain on the bottle, etc.

CONSTITUTION: This label is formed by coating the rear surface of a base material 1 with a thermosensitive adhesive 2 contg. a material which is dissolved by reacting with an alkaline soln., such as zinc oxide. The material in the thermosensitive adhesive 2 dissolves by reacting with the alkali in an alkaline washing liquid and the label is peeled from the bottle, etc., by degradation in adhesive power arising from a decrease in an adhesive area.

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